Abstract of the Disclosure

The method is provided for creating, transmitting, extracting and storing an end user profile on the end user's computer which is reaccessible and comprises the steps of: determining if a profile for the end user exists on the website server and if not; polling the end user and obtaining input desired for creating the profile on the server; creating the profile; embedding a copy of the profile into an action tag pointing to a download package through a data filter on a server; generating a download package comprising the desired data and a profile extraction program; generating an HTML page including the action tag for actuation by the user for downloading selected data; upon execution of the action tag by the user beginning operation of the data filter to transfer the user profile from the tag into the download package and downloading the package; upon opening of the package running the extraction program to extract the profile from the download package and saving the profile to a predetermined file location on the end user's computer; and accessing the profile as needed for eliminating rekeying by the user of profile information contained therein.

14